WHAT IS CLAIMED IS:

1.   A particular-information displaying method of receiving image data on a service button or banner advertisement from a first server and displaying the image data on a user's communication device, the service button or banner advertisement allowing the user to instruct any of various services such as image printing and image or sound uploading to be carried out, the method comprising the steps of:

causing the user's communication device to transmit particular identification information to a first server, the information being used to display, on a display device of the user's communication device, the service button or banner advertisement instructing a particular service to be carried out;

causing the first server to transmit image data on the service button or banner advertisement corresponding to the particular identification information to the user's communication device upon receiving the particular identification information from the user's communication device;

causing the user's communication device to receive the image data on the service button or banner advertisement from the first server; and

causing the user's communication device to display an image of the service button or banner advertisement on an image viewer displayed on the display device, on the basis of the received image data on the service button or banner advertisement.

2.   The particular-information displaying method according to claim 1, further comprising the step of causing the first server to issue and transmit the particular identification information to the second server.

3.   The particular-information displaying method according to claim 1, further comprising the step of causing the second server to issue and transmit the image data on the service button or banner advertisement to the first server.

4.   The particular-information displaying method according to claim 1, further comprising the step of transmitting, when the user has selected the service button, button selection information to the first server, the button selection information indicating that the

service button has been selected, and also transmitting the button selection information to a second server which provides a selected service.

5.   The particular-information displaying method according to claim 4, further comprising the step of causing the first server to issue and transmit the particular identification information to the second server.

6.   The particular-information displaying method according to claim 4, further comprising the step of causing the second server to issue and transmit the image data on the service button or banner advertisement to the first server.

7.   The particular-information displaying method according to claim 1, further comprising the step of transmitting the particular identification information from the second server to the user's communication device via a recording medium such as a floppy disk or a CD-ROM.

8.   The particular-information displaying method according to claim 7, further comprising the step of causing the first server to issue and transmit the particular identification information to the second server.

9.   The particular-information displaying method according to claim 7, further comprising the step of causing the second server to issue and transmit the image data on the service button or banner advertisement to the first server.

10.   A menu service method, comprising the steps of:

causing a user's portable terminal and/or a client computer to transmit identification information on a service company to a menu server;

causing the menu server to transmit menu button information corresponding to the received identification information on the service company, to the client computer;

causing the client computer, which has received the menu button information, to display menu buttons on a display in accordance with the menu button information on the basis of a predetermined client application so as to access a service server of the corresponding

service company on the basis of operation of the menu buttons; and

causing a menu server operation company administering the menu server to bill the service company.

11. The menu service method according to claim 10, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company to the menu server.

12. The menu service method according to claim 10, wherein the identification information on the service company is transmitted from the service company's communication device to the user's portable terminal by short-distance radio communication, and is transmitted from the portable terminal to the menu server directly or via the client computer.

13. The menu service method according to claim 12, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company to the menu server.

14. The menu service method according to claim 10, wherein the identification information on the service company is manually input using an input device of the user's portable terminal and transmitted directly to the menu server using a communication function of the portable terminal.

15. The menu service method according to claim 10, wherein the identification information on the service company is manually input using an input device of the client computer and transmitted from the client computer to the menu server.

16. The menu service method according to claim 15, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company to the menu server.

17. The menu service method according to claim 10, wherein the menu server administers, for each user, menu button information corresponding to the identification

information on the service company, and when the menu update button displayed on the display is operated on the basis of the client application to receive a menu update request together with the user's identification information, the menu server transmits menu button information corresponding to the user to the user's client computer.

18.	The menu service method according to claim 10, further comprising the steps of:

causing the client computer to transmit a request for counting of the number of accesses to the service company corresponding to the menu buttons, to the menu server on the basis of operation of the menu buttons;

each time when the menu server receives the request for the counting of the number of accesses to the service company, from the client computer, causing the menu server to count up the number of accesses to the service company; and

causing the menu server operation company to bill the service company on the basis of the number of accesses.

19.	The menu service method according to claim 18, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company to the menu server.

20.	The menu service method according to claim 18, wherein the identification information on the service company is transmitted from the service company's communication device to the user's portable terminal by short-distance radio communication, and is transmitted from the portable terminal to the menu server directly or via the client computer.

21.	The menu service method according to claim 20, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company to the menu server.

22.	The menu service method according to claim 18, wherein the identification information on the service company is manually input using an input device of the user's portable terminal and transmitted directly to the menu server using a communication function of the portable terminal.

23.   The menu service method according to claim 18, wherein the identification information on the service company is manually input using an input device of the client computer and transmitted from the client computer to the menu server.

24.   The menu service method according to claim 23, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company to the menu server.

25.   The menu service method according to claim 18, wherein the menu server administers, for each user, menu button information corresponding to the identification information on the service company, and when the menu update button displayed on the display is operated on the basis of the client application to receive a menu update request together with the user's identification information, the menu server transmits menu button information corresponding to the user to the user's client computer.

26.   A menu service system, comprising:
       a client computer; and
       a menu server of a menu server operation company, wherein:
       the client computer has a function of transmitting identification information of a service company input manually or from a portable terminal on the basis of a predetermined client application, to the menu server, a function of displaying menu buttons on a display on the basis of the menu button information received from the menu server, a function of accessing a service server of a corresponding service company on the basis of operation of the menu buttons displayed on the display, and a function of notifying the service server of the service company of the identification information on the service company upon each access to the service server of the service company,
       the menu server has a function of transmitting, to the client computer, menu button information corresponding to the identification information on the service company received from the client computer, a function of counting the number of access notifications from the client computer for each service company to manage the number of accesses, and
       the menu server operation company administering the menu server bills the service

company on the basis of the number of accesses.

27. The menu service system according to claim 26, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company, user identification information, and a menu update request to the menu server.

28. The menu service system according to claim 27, wherein the menu server has a function of managing, for each user, the menu button information corresponding to the identification information on the service company, and upon receiving the user identification information and the menu update request, transmits menu button information corresponding to the user, to the user's client computer.

29. The menu service system according to claim 26, wherein the portable terminal has a radio communication function of executing short-distance radio communication with communication device of the service company to receive the identification information on the service company, and a function of inputting the received identification information on the service company to the client computer.

30. The menu service system according to claim 29, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company, user identification information, and a menu update request to the menu server.

31. The menu service system according to claim 30, wherein the menu server has a function of managing, for each user, the menu button information corresponding to the identification information on the service company, and upon receiving the user identification information and the menu update request, transmits menu button information corresponding to the user, to the user's client computer.